



NEWS

**Federal Communications Commission
445 12th Street, S.W.
Washington, D. C. 20554**

This is an unofficial announcement of Commission action. Release of the full text of a Commission order constitutes official action. See MCI v. FCC, 515 F 2d 385 (D.C. Circ 1974).

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MB Docket No. 04-207

MEDIA BUREAU ANNOUNCES SPEAKERS FOR SYMPOSIUM ON “A LA CARTE” MVPD PRICING

Washington, D.C. - The Federal Communications Commission’s Media Bureau will sponsor a symposium on Thursday, July 29, 2004, to examine the provision of a la carte programming services on cable television and direct broadcast satellite systems. The speakers will discuss legal, technical, and economic issues related to the provision of programming on a per channel basis. The speakers will specifically explore the implications of such offerings for consumer rates, program diversity, rural and small market concerns, and FCC regulation, among other subjects.

The event will be held from 9:00 a.m. to 4:30 p.m. at the Federal Communications Commission in the Commission Meeting Room at 445 12th Street, S.W., Washington, D.C. Written materials associated with the symposium will be included in MB Docket No. 04-207.

Morning Session – 9:00 a.m.

John Freulinghausen, Vice President and Partner, Booz Allen Hamilton.

Bennett Hooks, CEO, Buford Media Group.

Gene Kimmelman, Senior Director of Public Policy and Advocacy, Consumers Union.

Geraldine Laybourne, Chairman and CEO, Oxygen Media.

Philip Lind, Vice Chairman, Rogers Communications.

Jon Mandel, Co-CEO, MediaCom US and MediaCom Latino; Chief Global Buying Officer of MediaCom Worldwide.

Michael Willner, President and CEO, Insight Communications.

Afternoon Session – 2:30 p.m.

Erik Brynjolfsson, Professor of Management, MIT Sloan School of Management and Director of the Center for eBusiness at MIT, Cambridge, MA.

Gregory Crawford, Assistant Professor, Department of Economics, Eller College of Business and Public Administration, University of Arizona, Tucson, AZ.

David Waterman, Professor, Department of Telecommunications, Indiana University, Bloomington, IN.

Steven Wildman, Professor of Telecommunication Studies, Michigan State University and Director of The James H. and Mary B. Quello Center for Telecommunication Management & Law, Michigan State University in East Lansing, MI.

Open captioning will be provided and other reasonable accommodations for people with disabilities are available upon request. Requests should include a description of the accommodation needed, as well as contact information should additional information be required. All requests will be accepted and every effort will be made to fulfill them, although timing considerations may make that impossible in some cases. Send requests via e-mail to fcc504@fcc.gov, or call the Consumer & Governmental Affairs Bureau:

For sign language interpreters, CART, and other reasonable accommodations: 202-418-0530 (voice), 202-418-0432 (TTY).

For accessible format materials (Braille, large print, electronic files, and audio format): 202-418-0531 (voice), 202-418-7365 (TTY).

A live audiocast of the symposium will be available at the FCC's website at www.fcc.gov on a first-come, first-served basis.

Press inquiries should be directed to Suzon Cameron at 202-418-1916.

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